



“Health Care from the Pulpit” Program

“Health Care from the Pulpit” is a national program Get Covered America is launching in our 10 staffed states to ensure the faith community continues to be engaged in the education and outreach efforts around the Affordable Care Act open enrollment period.

The goal of these events is to inspire people of faith to take action in their communities in support of new health care options made available by the Affordable Care Act.

Some Tips When Working within the Faith Community:

Faith outreach is consistent across many denominations - although there are cultural norms and nuances to be aware of (see guidance appendix). This program should be applicable to most congregations in your communities.

Program Overview:

Below is a step-by-step process outlining different actions needed to establish a “Health care from the Pulpit” event. Please feel free to design the best program that suits your state and local needs.

Step 1: Convene (or join) a table of interfaith, or constituency specific, clergy leaders with a large city/regional base. Secure commitments from them to participate in one of the following options, based on what has already occurred in the community (i.e. if there was just a health summit or town hall last week or if congregations are already doing enrollment, leave out Option B):

- A) Participate in the September 8th **Day of Action “Health Care from the Pulpit” Event.** Faith leaders can speak on the moral imperative to enroll in health care, while local organizers table and recruit volunteers.
- B) Host/Participate in a **Health Care Summit enrollment push with faith leaders.** This is a great opportunity to partner with other local organizations and to table and recruit volunteers. If launched post Oct. 1st plans should include having navigators on-site for enrollment. (See details below)

Step 2: Plan “Health Care in the Pulpit” Events:

- A) A faith leader develops a sermon/message around the issue.
 - Meet with the faith leader to introduce Get Covered America.
 - Get agreement from him/her to participate.
 - Provide key message points and community-specific background data to the leaders of the faith groups.
 - GCA will host a webinar briefing the week before the September 8th Day of Action for faith leaders that would like to ask any questions and get deeper training on the issue.



- Have commitment cards ready for them 1-2 weeks ahead of service so they can be inserted into the bulletin on the day of the event. (i.e. The clergy can hold up the card during the service and asks people to fill them out.)
- Get commitment from them to promote the event via social media, e-bulletins, etc.
- Assess their comfort level with having the media present at the event.
- Develop a press releases so that the events are broadly publicized.
- Identify media spokespersons.
- Identify a congregation based point person for logistical follow up.

Tips:

- VERY IMPORTANT: Faith leaders are often very busy, so having a point person that can move logistics is very important.
- For faith leaders that would feel more comfortable having a local community member speak to the issue, follow the same process but just prep the speaker and send them to the webinar briefing, if need be. (HQ will schedule webinars for faith surrogates that are speaking during the day of the event). Faith Leaders are the ideal surrogate and for media purposes will be have the strongest draw, but other good local surrogates could be:
 - i. Local health advocate (or member of your health roundtable).
 - ii. Local community leader that advocates for health care.
 - iii. Very active congregation member/volunteer who is knowledgeable about health care issues.
 - iv. GCA State Director (last option, unless you are a member of that congregation)

Step 3: "Health Care Summits" Enrollment Events: Ideal for Post Oct. 1st

Building on the momentum that you've hopefully built during the Day of Action event, you can host health care summits. Summits are excellent earned media opportunities that are a great way to convene a panel of high-level community leaders, providers, faith leaders while also enrolling consumers. For post- Oct. 1st events, you can coordinate with local navigators/CACs to be on site to launch the registration drive. This event is best done where there is an existing network of faith leaders you have a partnership with or where there is solid clergy presence at your existing roundtable.

- Reach out to your partners to assess interest in convening an event like this.
- Develop an agenda and panel of speakers - should be a diverse group of navigators, providers, advocates, faith leaders, and community leaders. (See below for agenda sample).

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- Secure a location (ideally one of the larger congregations). Be sure that they have space to set up massive tables with laptops so that consumers can be enrolled.
- Develop a media plan, so that this is broadly publicized.
- Identify media spokespersons.
- Prep flyers/e-announcements so that partners can broadly advertise this event among their network and the community.
- Have staff do flyering and advertisement throughout the community.
- Ensure you'll have enough navigators, adequate technology to ensure smooth registration.

Sample Health Summit Agenda (90 minutes)

- o **Opening Prayer** by faith leader
- o Moderator introduces the panel
- o **Panel discussion:** Moderator asks a set group of questions to the panel for them to answer for the audience, (depending on your area and partner preference) you can open up the floor for additional questions. Your planning group should decide if they want to build in a mechanism for people to submit questions ahead of time or you can have an open Q and A session.
- o **Call to Action:** Moderator or faith leader asks everyone in attendance to take the time to visit the registration hall where there will be navigators available to walk them thru the registration process. Those that are already insured can visit the GCA table to sign up to volunteer.
- o **Registration:** Navigators begin enrolling people as they filter through the venue. This can also be underway during the panel discussion.

Tips:

- This event needs to take place in a very large worship center, convention center or exhibition hall that can hold 200 – 500 people comfortably and has a sizable hallway that can handle the flow of traffic as people register.
- Location must have great technology (AV, WiFi, Laptop plugs, etc.) in order for the registration piece to be successful.
- Work closely with Navigators to ensure the timing flow and logistics are compatible with a smooth registration process.



Engaging the African American/ Latino Faith Community

The African American & Latino communities are well represented across many faith denominations. In order to successfully engage and inform this community there needs to be a clear understanding of faith-specific norms.

Language:

- When working with a specific ethnic group be certain to determine the primary language of communication be it English, Spanish, variation of Afro-Caribbean languages (creole, African- dialects, etc.) or bilingual.
- Understand the differences in titles towards congregation leadership (Index A.)
- Understand different names for gatherings, services, and building reference for worship:

Denomination	Religious Service	Place of Worship
Roman Catholic/Episcopal	Mass (Homily is the speech delivered)	Church
Mormon (Latter Day Saints)	Sacrament (Sermon delivered)	Temple
Christian (Evangelical/Pentecostal)	Service (Sermon delivered)	Church
Jehovah's Witness	Service (Message is the speech)	Kingdom Hall

First Contact:

- Do your research: Larger, mega congregations will have a website for initial contact or have office hours. You usually can call the congregation secretary to set up an appointment with the congregation lead. If no response or with a smaller congregations, call to find out when services are held and plan to attend service and speak to the lead afterward.
- Map your community: Identify where local congregations are located.
- Learn the history of the church, activism level of the congregation leaders (many are community leaders) and hit the most active first.
- You should arrive before the gathering in order to speak to ushers or dedicated staff to working with community partners.



Attire/Conduct

- Professional dress clothes (no jeans) are recommended. Better to over-dress than under dress. While more progressive, holistic congregations may be less concerned about style of dress for men and women, most still require women to wear knee-length dresses or skirts and non-revealing shirts.
- You should arrive about 30 minutes before service to speak to staff/volunteers.
- Silence your phone.
- Observe the way people interact with one another, the language they use (often calling each other sister or brother) and follow suit (based on your own comfort level).
- After service the lead will usually greet members. Wait patiently to briefly introduce yourself and Enroll America, and ask for a follow up time to meet and discuss.
- In some congregations, there will be an offering (money) collected. If possible, please place one dollar in the collection plate as a sign of respect. However, in the Catholic faith the offering is the Sacrament of Communion.
- If you are not a member of the congregation or religious affiliation, do not participate in communion (Specifically applies to Catholic and Christian faiths).

Do:

- Do shake people's hands... some might even hug you!
- Do smile and be polite
- Do provide information, hand out material, and stay awake.
- Do engage as many people as possible.
- Do maintain contact after the event- relationship building is key.

Do not:

- Do not discuss politics.
- Do not discuss your personal religious views if they do not align with faith you are visiting with/politics/sex.
- Do not show bias towards any particular group be it religious or political.
- Do not fall asleep.
- Do not arrive late.
- Do not interrupt.



Your health. Your choice.

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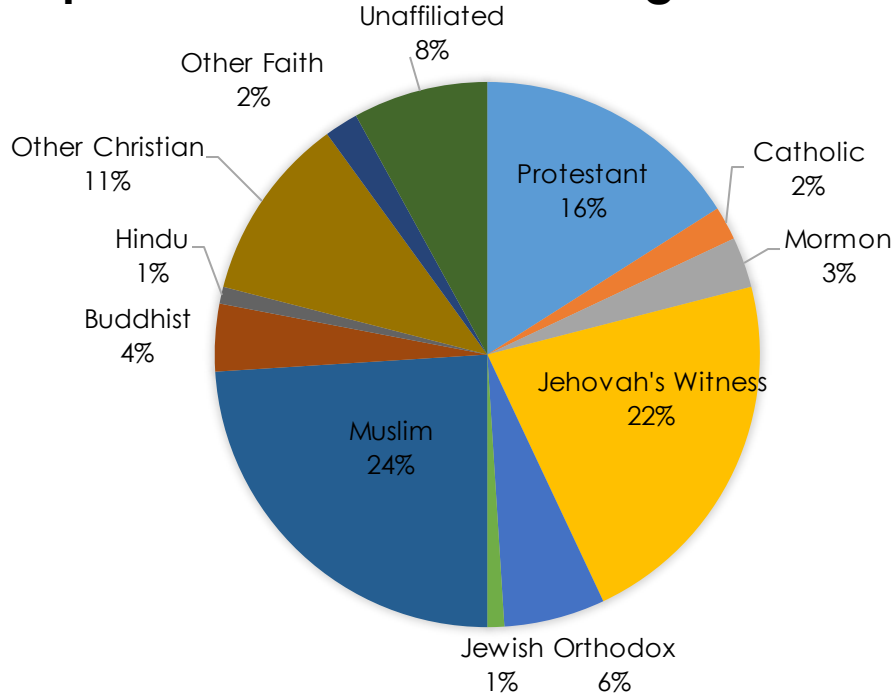
RELIGION	POSITION	ON ENVELOPE	SALUTATION	DIRECT ADDRESS
Christianity: Anglican; Episcopalian	Priest (who may be functioning as a Rector; Curate; Vicar; Chaplain)	The Reverend	Dear Fr. * When the priest is a woman, practice varies. Some prefer "Dear Mother Smith"; others prefer "Dear Elizabeth."	Fr. ; Fr. ; * Mother (or, according to her preference, see left).
	Deacon	The Reverend Deacon	Dear Deacon	Deacon ; or, Deacon
	Bishop	The Right Reverend	Dear Bishop ; Your Grace	Bishop ; or Your Grace
	Dean (of a seminary)	The Very Reverend	Dear Dean	Dean
	Archdeacon	The Venerable FN LN	Dear Archdeacon LN	Archdeacon ; Fr. ; Fr.
	Presiding Bishop	The Most Reverend	Dear Bishop	Bishop- Your Grace
	Nun, Monk	Sister / Brother	Dear Sister ; Brother	Sister ; Brother
Christianity: Church of Christ (not United Church of Christ)	Minister	Titles are not used;		
Christianity: Jehovah's Witnesses	While the term "minister" is used, Jehovah's Witnesses believe that a clergy class and special titles are improper			Brother Smith; Mr. Smith
Catholic	Cardinal	His Eminence	Your Eminence	Your Eminence
	Archbishop/Bishop	Most Reverend	Your Excellency	Your Excellency
	Priest	Reverend	Dear Reverend	Father
	Deacon	Rev. Mr.	Dear Deacon	Deacon
	Brother (monk)	Brother	Dear Brother	Brother
	Sister (nun)	Sister	Dear Sister	Sister
Christianity: Pentecostal, Evangelical	Minister	The Reverend -OR- Rev.	Dear Pastor	Pastor



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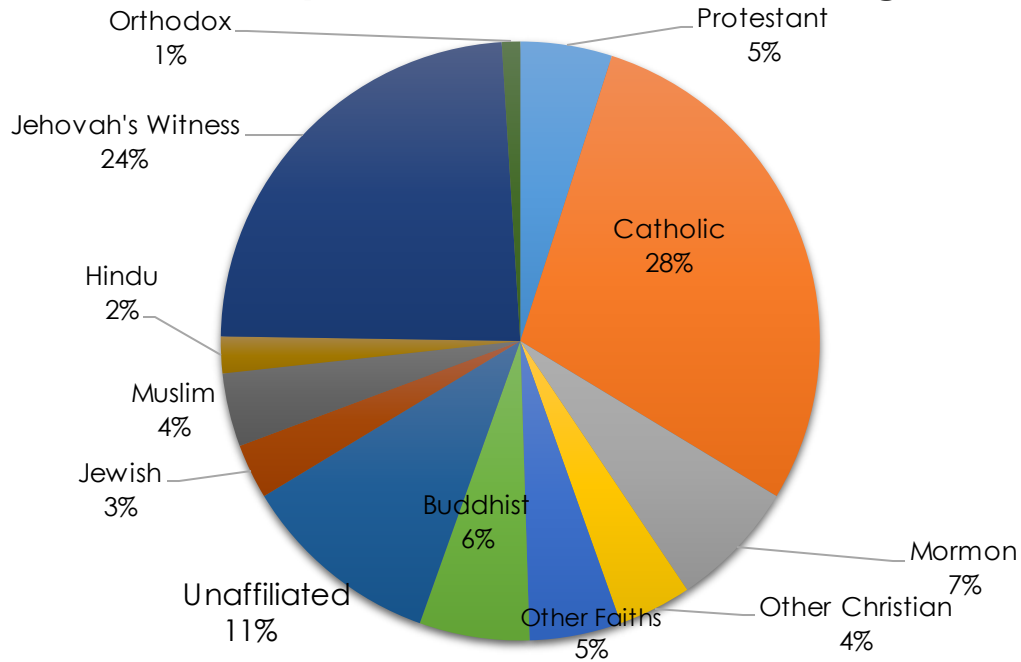
Christianity ¹ : Protestants,	Minister	The Reverend	Dear Pastor	Pastor
Christianity: Latter-day Saints/Mormon	President (Apostle)	President Gordon B. Hinckley	Dear President Hinckley	President Hinckley
	Bishop	Bishop	Bishop	Bishop
	Elder (includes male missionaries)	Elder	Elder	Elder
	Female missionaries	Sister	Sister	Sister
Islam	Imam	Imam	Dear Imam	Imam
Judaism	Rabbi	Rabbi	Dear Rabbi	Rabbi
Buddhism: Pureland	Priest	The Reverend	Dear Sensei ; Dear Rev.	Sensei
Buddhism: Tibet	Abbot; Lama;	His Eminence/Holiness	Dear Rinpoche	Your Eminence/Holiness/
Buddhism: Sakya	Monk; Abbot/Rinpoche	His Eminence/Holiness	Your Holiness	Rinpoche
Buddhism: Theravada	Bhikku; Monk	The Venerable		
Buddhism: Zen	Roshi	Roshi	Dear Roshi ; Dear Roshi	Roshi; Sensei

Graph 1: National AF.AM Religious Traditions



According to the Pew Center's National Survey¹ the largest concentrations of faith-based congregations in the African American community are represented in the Muslim, Jehovah's Witness, and Protestant denominations.

Graph 2: National Latino Religious Traditions



According to the Pew Center's National Surveyⁱⁱ the largest concentrations of faith-based congregations in the Latino community are represented in the Catholic, Jehovah's Witness, & Mormon denominations as well as unaffiliated.



GRAPH 3: Faith Denominations by Staffed Statesⁱⁱⁱ

	Protestant	Catholic	Mormon	Jehovahs Witness	Jewish	Muslim	Buddhist	Hindu	Unaffiliated
Arizona	23%	25%	4%	1%	1%	.05%	1%	.05%	22%
Florida	25%	26%	.05%	1%	3%	1%	.05%	.05%	16%
Georgia	38%	12%	1%	1%	1%	.05%	.05%	.05%	13%
Illinois	19%	32%	.05%	1%	2%	.05%	1%	1%	15%
Michigan	26%	23%	1%	1%	1%	1%	1%	.05%	17%
New Jersey	12%	42%	.05%	.05%	6%	1%	1%	2%	12%
Ohio	26%	21%	.05%	1%	1%	1%	.05%	.05%	17%
Pennsylvania	11%	29%	1%	.05%	1%	.05%	1%	.05%	26%
N. Carolina	41%	9%	.05%	.05%	.05%	.05%	1%	.05%	12%
Texas	34%	24%	1%	1%	1%	.05%	1%	1%	12%

ⁱ <http://religions.pewforum.org/maps>

ⁱⁱⁱ <http://religions.pewforum.org/maps>

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